André G.

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Manchester,
United Kingdom

Hi, I'm André, a Product Designer with 10+ years' experience making complex products easier to understand and use.

I've worked in agencies, product teams and as a sole designer. My recent focus is B2B data and AI, shaping products through customer research, interfaces, design systems and AI-assisted implementation.

- B2B SaaS
- Data platforms
- AI and agent workflows
- Product strategy
- Design systems
- User research

Experience

Bobsled

Design Consultant

Previously Principal Product Designer

Nov 2022–present
Manchester, UK / Remote

Sole designer across data sharing, AI analytics and agent workflows, from shaping product direction to hands-on design and production code.

Startup
SaaS
AI
Enterprise

Bobsled AI (AI & workflows)

Led product and interaction design for the v2 pilot, taking research through design, implementation and live validation with engineering.

- Led 12 research sessions across four enterprise accounts and 10 outbound discovery sessions, shifting focus to repeatable workflows.
- Connected conversational analysis with inspectable semantic models, verified queries and reusable, governed data assets.
- Defined evidence inspection, AI approvals, validation, publishing and failure recovery.
- Designed execution and entity-resolution review so users could inspect uncertain matches and feed decisions into model changes.

SaaS
Data productivity
Enterprise

Sledhouse (Data sharing)

Shaped the product model and end-to-end experience for sharing and delivering data at scale.

- Designed workflows across data products, pipelines, fulfilment, replication and delivery.
- Conducted 30+ research sessions across eight customer and prospect accounts, helping redirect the product towards governed data products.
- Established shared terminology across product, documentation and go-to-market work.
- Led usability testing of Bobsled's transfer capabilities; SUS scores rose from 48.3 to 72.5.

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Storybook
AI

Design system & product foundations

Built and maintain Bobsled's production design system, making design decisions reusable through components, patterns and guidance for engineers and AI agents.

- Created machine-readable component discovery and an agent skill for component selection, page composition, product language and visual review.
- Developed reusable workspace, inspector and approval patterns, validating behaviour in Storybook and deployed previews.
- Connected design exploration, production implementation, documentation and automated checks, refining shared components through new UI scenarios.
- Shaped Bobsled's brand, website direction and documentation architecture.

Matillion

Principal Product Designer

May 2021–Nov 2022
Manchester, UK
Hybrid / remote

Designed across Matillion's data products, from earlier onboarding to Data Loader V2 and ETL's move to managed SaaS. Progressed from Senior to Principal UX, then Principal Product Designer, mentoring six designers.

Scale-up
SaaS
Cloud data

ETL & cloud product strategy

Led discovery and product design for ETL's move to managed SaaS.

- Aligned Product Directors, product owners and engineering around research priorities and the wider cloud product experience.
- Led orchestration research and tested versioning workflows to shape the canvas, project workspaces and guidance.
- Designed the cloud canvas and reusable components, documenting configuration, running, validation and error states for implementation.
- Defined UX architecture linking Data Loader, ETL and the proposed Data Planes service around customer tasks and journeys.

Data Loader V2

Led the end-to-end redesign and relaunch, defining the product experience and design language.

- Reduced pipeline setup time by 27% in a controlled comparison through redesigned creation and configuration workflows.
- Separate usability-study rounds recorded SUS scores of 49.7 for V1 and 91.5 for the later V2 experience.

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Matillion (cont.)

Senior UX Designer
Onboarding & early product foundations

Jan 2020–May 2021
Manchester, UK
Hybrid / remote

Improved onboarding, billing and everyday ETL workflows before the later SaaS work.

- Used discovery, workshops and usability testing to improve earlier ETL workflows.
- Designed Hub Billing, connecting team visibility, sales, onboarding and product access.
- Helped establish early product UI and design-system foundations.
- Improved Data Loader's getting-started experience: incubated user tests moved from zero successful onboardings to four.

Consumer finance
Web
App
B2C

CarFinance 247
Senior UX Designer

May 2018–Jan 2020
Manchester, UK / On-site

Designed web and app experiences across application, onboarding and re-application journeys in consumer finance.

- Identified conversion opportunities, including a multivariate test that increased password completion rates by 20%.
- Shaped an application-form redesign that increased completed applications by 22% during test phases.
- Collaborated on the iOS and Android app redesign and relaunch; general engagement improved by more than 20%.
- App ratings rose from 2.7 to 4.8 on iOS and 3.2 to 3.7 on Android alongside the September–October 2019 relaunch.
- Designed re-application journeys; around 70% of Reapply V1 starters submitted a reapplication. This measures submissions, not credit approvals.
- Led visual tone and UI guidelines, including illustration direction, interface patterns and cross-squad consistency.

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Startup
Data catalogue
SaaS
B2B

Bottlebooks
Product Designer

Apr 2017–May 2018
Porto, Portugal / On-site

Improved registration and product usability for a B2B data catalogue.

- Used interviews, usability testing and support feedback to identify high-friction registration steps.
- Redesigned registration workflows, improving clarity and reducing experience-related support calls.
- Developed the product's brand expression, tone and supporting communication materials.

Agency
B2C
B2B
Branding
WCAG

Gen/Tekzenit
Brand Designer

Jan 2014–Mar 2017
Braga, Portugal
Dallas, Texas

Worked across product design, UX/UI, branding, accessibility and web experiences for B2B, consumer and public-service clients.

- Delivered naming, identity, websites, illustration and communication materials.
- Tricolor Auto: relaunched the website and brand with an SEO-first approach and clearer pre-approval journeys.
- Erasmus+: designed three accessible web portals, supported by usability testing and documentation.
- AT&T Small Business: contributed to usability improvements across internal services, configurators and e-commerce, including work on-site in Dallas.

Education

Bachelor's degree in Global Design
University of Aveiro · 2010–2013

GNRation Web Crashcourse
Group Buddies · 2014

Introduction to Programming
Udacity · 2018